

Photograph courtesy of the New Braunfels Chamber of Commerce and Aero Photo.

AT A GLANCE

158%
POPULATION
GROWTH
SINCE YEAR 1990

37
YEARS
MEDIAN AGE

RESIDENTIAL
LOW DENSITY
PREDOMINANT LAND USE

\$6K INCOME
INCREASE
PROJECTED INCREASE
BY YEAR 2020



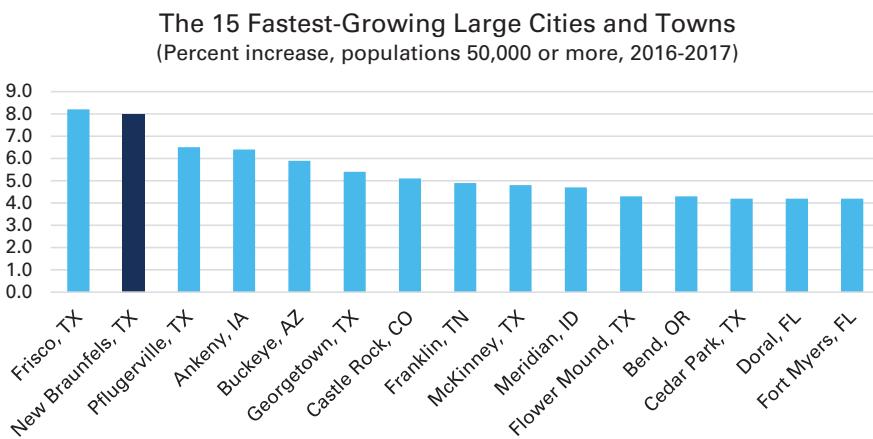
GROWTH AND FUTURE LAND USE

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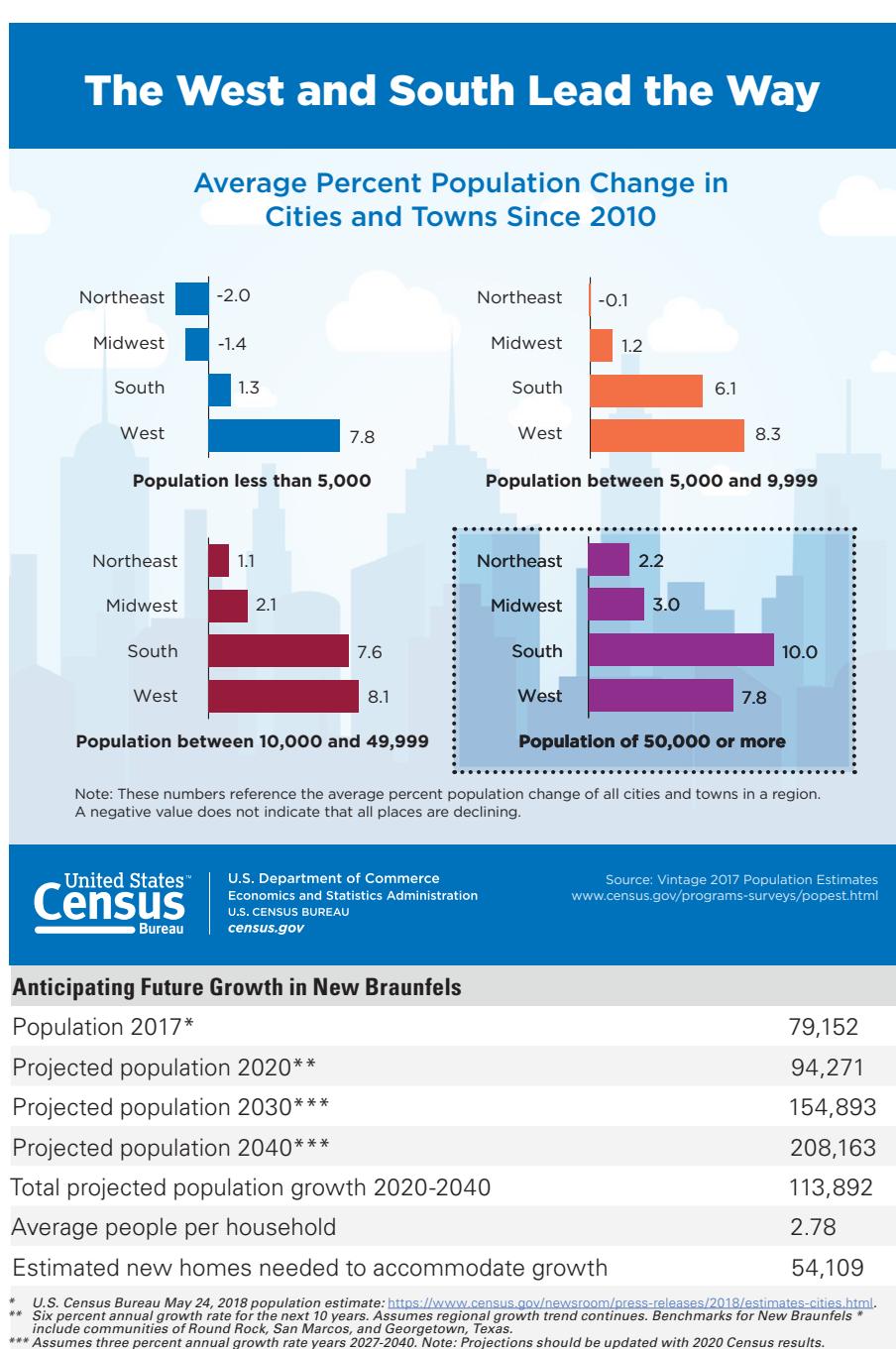
EXISTING CONDITIONS

The Growth and Future Land Use Plan Element relates to population, demographics and land use patterns that accommodate growth and encourage reinvestment. It also addresses topics related to walkable mixed-use neighborhoods, housing, annexation and ETJ policies.

New Braunfels ranked as the second-fastest growing city in the nation (population of 50,000 or more, [U.S. Census Bureau, 2016-2017](#)).

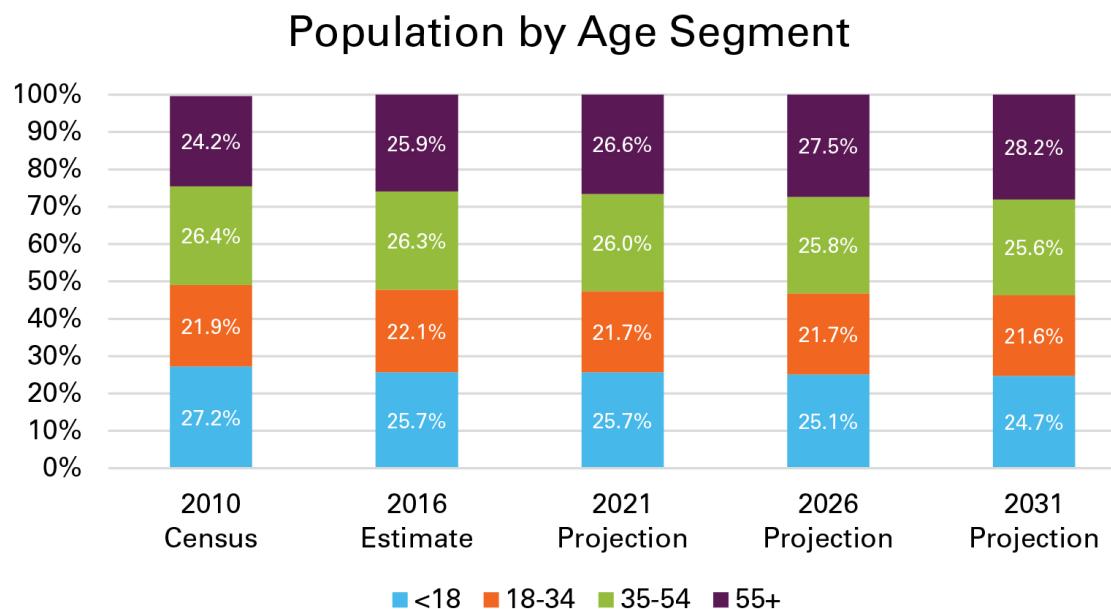


The city's population is estimated at 80,000 people, up from 58,000 in 2010, and this growth is projected to continue. "Since the 2010 Census, large cities in the South and West have led the nation in population growth, with an average increase of 10.0 percent (16,206) and 7.8 percent (12,256), respectively. By comparison, those in the Northeast and Midwest grew on average by 2.2 percent (9,104) and 3.0 percent (3,942)" ([U.S. Census Bureau, 2018](#)). Texas is home to seven of the 15 fastest-growing cities, and New Braunfels is the county seat of Comal County, the second-fastest growing county in the nation.

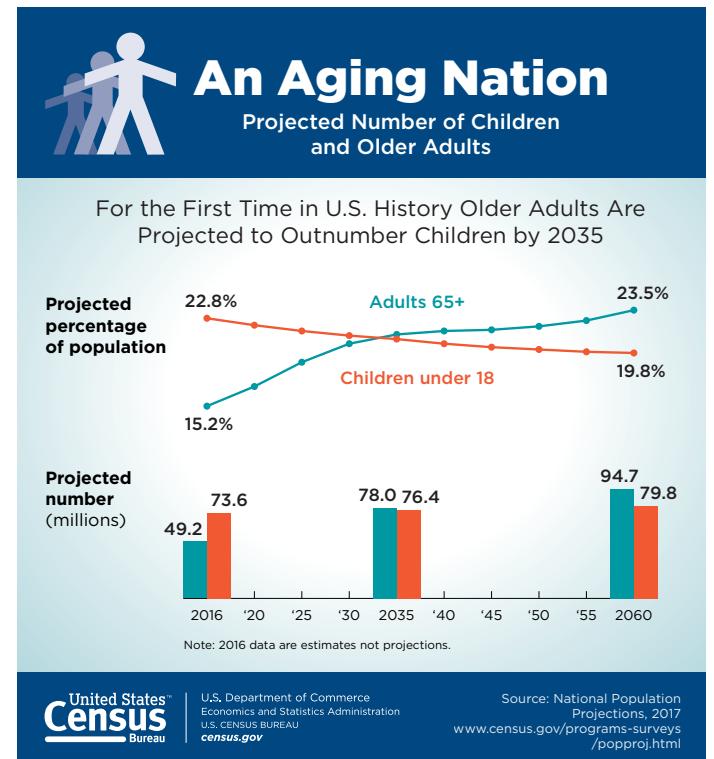


DEMOGRAPHIC PROFILE

The City of New Braunfels and its ETJ has a balanced distribution of population across the four major age segments, with the largest age segment being the 35-54 age group. Currently, this age segment represents 26.3% of the population, which is slightly larger than the second most populous age segment (55+). The smallest is the 18-34 age segment which constitutes 22.1% of the population. The 55+ age population is expected to see the most growth over the next 15 years; increasing to 28.2% by 2031 as similar to communities nationwide.



Source: City of New Braunfels Parks and Recreation Strategic Master Plan (2017)



HOUSEHOLD INCOME

The median household income for New Braunfels was \$61,793 (2017) with the largest group of homes earning \$50,000 - \$74,999 (19.7 percent). These numbers are indicative of an upper middle income community, with 3.9 percent exceeding \$200,000 of annual income. By 2021, New Braunfels median and average household incomes are projected to increase.



\$61,793

Median Household
Income



\$29,179

Per Capita Income



\$110,873

Median Net Worth

HOUSEHOLDS BY INCOME

Indicator	Value	Difference	Compared to Texas
<\$15,000	7.1%	-3.5%	
\$15,000 - \$24,999	7.8%	-2.3%	
\$25,000 - \$34,999	10.9%	+0.9%	
\$35,000 - \$49,999	13.0%	-0.4%	
\$50,000 - \$74,999	19.7%	+1.6%	
\$75,000 - \$99,999	16.2%	+4.1%	
\$100,000 - \$149,999	16.5%	+2.7%	
\$150,000 - \$199,999	5.0%	-0.7%	
\$200,000+	3.9%	-2.4%	

ETHNICITY

New Braunfels' population includes many households of German, Hispanic and Anglo descendants. In 2016, the population by race-ethnicity was 60.15 percent White, 34.82 percent Hispanic, 2.5 percent Black or African-American, 0.11 percent American Indian, 1.27 percent Asian, 0.02 percent Pacific Islander, 0.17 percent another race or ethnicity, and 0.96 percent multiple races or ethnicities*. This table indicates that in the future New Braunfels will become more diverse and multicultural, as growing percentages of individuals moving to the area will be of Hispanic, Asian, Black, or African-American or mixed race descent.

**The Census considers race and ethnicity as separate and distinct identities. Therefore, Hispanic or Latino origin is asked in a separate ethnicity question and all respondents are categorized as either "Hispanic or Latino" or "Not Hispanic or Latino" in addition to their race or races.*

Race and Ethnicity	
White (non-Hispanic)	58.26%
Hispanic (non-White)	35.78%
Black (non-Hispanic)	2.68%
American Indian (non-Hispanic)	0.30%
Asian (non-Hispanic)	1.53%
Pacific Islander (non-Hispanic)	0.04%
Other (non-Hispanic)	0.30%
Multi-Race (non-Hispanic)	1.11%

Source: City of New Braunfels, Chamber of Commerce.

How land is used, how goods and services support daily life, and how residents travel around New Braunfels is central to quality of life in New Braunfels. Envision New Braunfels hopes to ensure quality of life for all residents, and to create equitable, healthy and attractive places for present and future generations. Envision New Braunfels aligns land uses with investments in transportation and other public infrastructure, and comprehensively considers the many related issues. How land is used does not happen in isolation from other topics important to the community, such as affordability, sense of community, health and environmental quality.

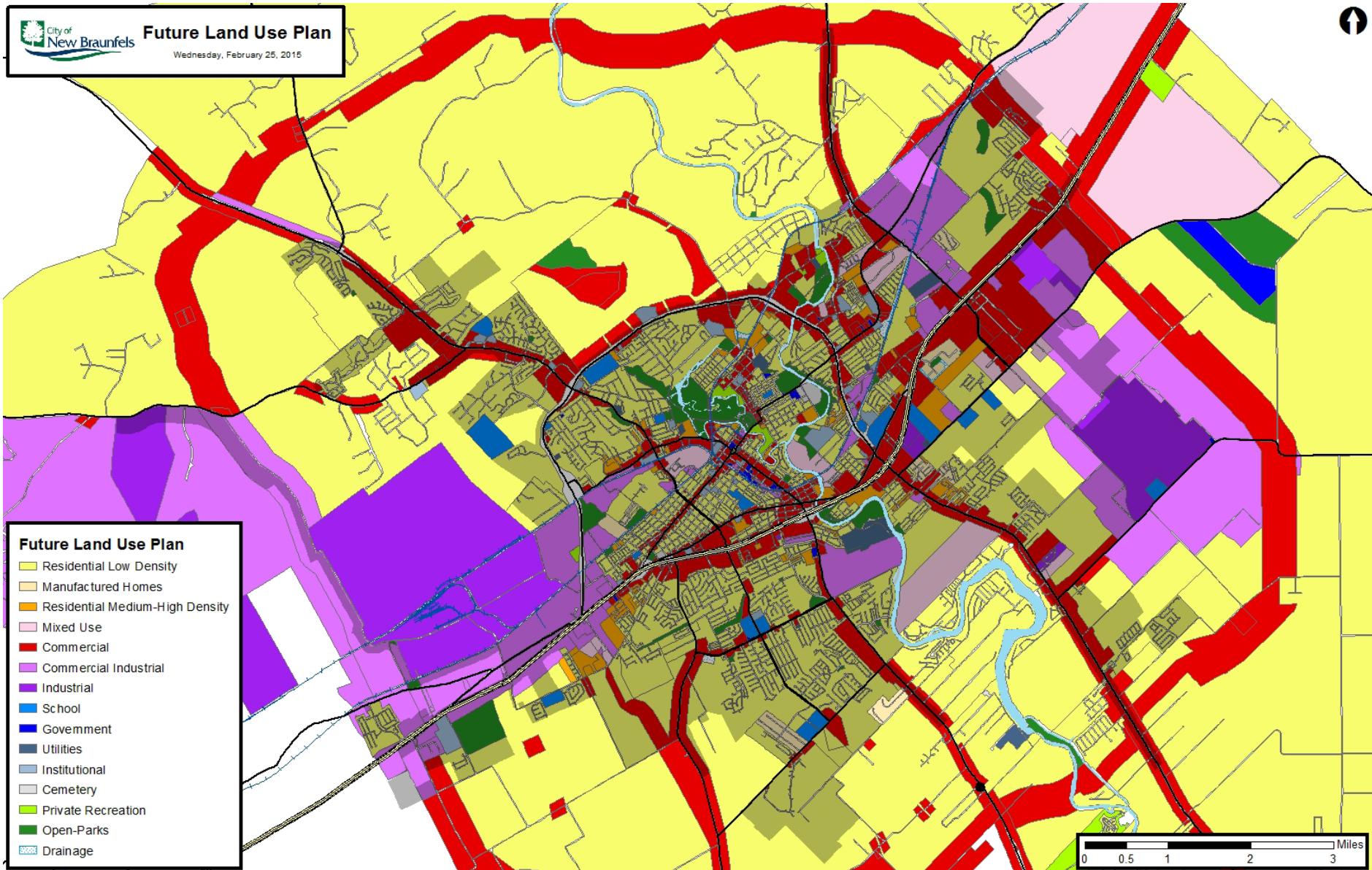
EXISTING LAND USES

Land uses in New Braunfels today are predominantly residential low density, commercial, industrial and open space. Commercial uses occur along key roadways, such as Interstate Highway 35, with pockets of commercial and industrial along the parkways of Loop 337, State Highway 46 and FM 306. Waterways together with open space blend together with residential and commercial spaces. Several mixed-use areas, such as Gruene and Creekside, represent a moderate amount of New Braunfels current overall land use. Schools, institutional and government uses are located throughout the city.

LAND USE VISION (2006)

The 2006 Future Land Use Plan envisions expanded commercial and industrial uses along Interstate Highway 35 and Loop 337. During the 2012 Regional Transportation Plan update, the community expressed support for commercial uses to be focused at key exits/gateways along Loop 337 instead of continuously along the entire loop. Residents desired more preserved greenspace and views to nature and neighborhoods along the Loop 337 Parkway, while the trends of commercial development remained along Interstate Highway 35. Residential uses expand throughout all areas of the city, both to the east and west of Interstate Highway 35. Parkland along waterways, together with open space, are provided amongst residential and commercial spaces.





RESIDENTIAL GROWTH

New Braunfels is primarily a residential community with a strong commercial and industrial base. Types of neighborhoods vary, ranging from subdivisions of detached single-family homes to multifamily complexes. Elegant older homes, shaded streets and beautiful yards often characterize more historic long-standing neighborhoods. Many homes are situated near the Comal and Guadalupe rivers and Lake Dunlap. Rural residential landscapes, featuring larger homes, are typically found along the outskirts of the city.



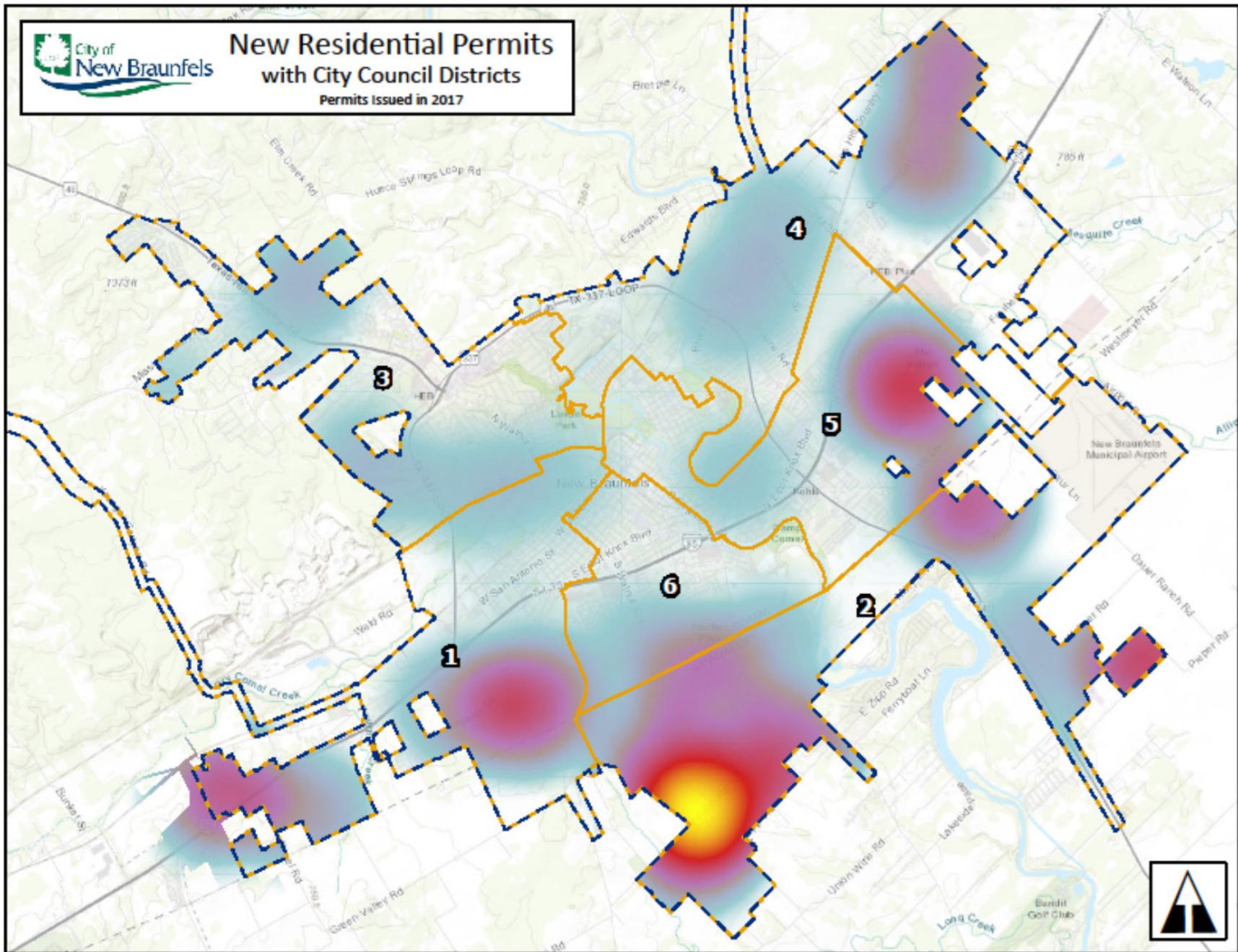
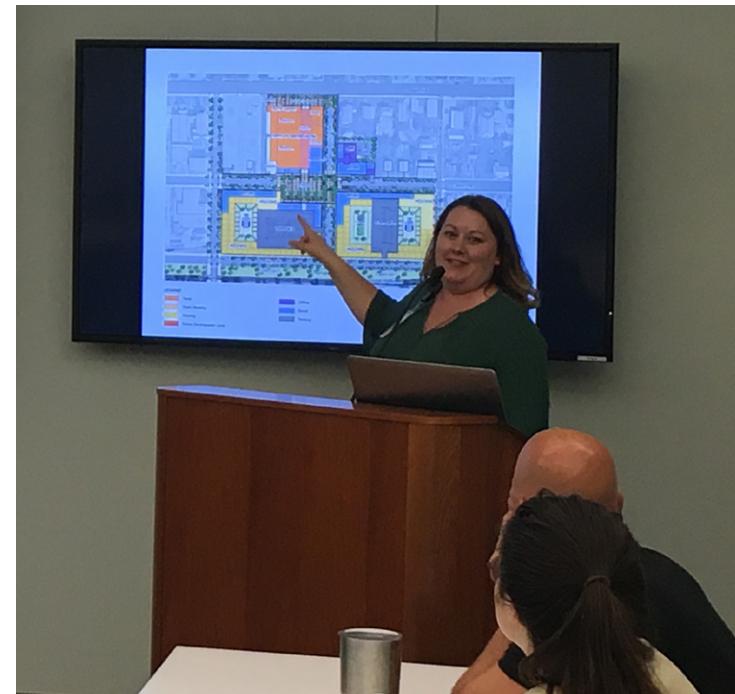


Figure 1: New Residential Permits Map

COMMERCIAL GROWTH

Today, commercial land uses such as retail, office and industrial/warehouse are clustered in Downtown, Gruene, New Braunfels Town Center and Creekside, and along the major regional highways including Interstate Highway 35, SH 46, Loop 337, FM 725 and FM 306. Commercial land uses range from general commercial to neighborhood commercial. Diverse commercial uses employ workers in a variety of professions from aerospace, automotive, construction, engineering, finance, health care and manufacturing (New Braunfels Economic Development Council 2016). Commercial developments provide important sales tax revenue to the city. More commercial land uses help to diversify the tax base and ease tax burdens on both existing and future residential homeowners. New commercial permits indicate that commercial businesses and developers are interested in areas along Interstate Highway 35, as well as emerging places for residents or visitors to shop and work along Walnut Avenue, FM 725, FM 306, and Highway 46 both east and west.





New Commercial Permits with City Council Districts

Permits Issued in 2017

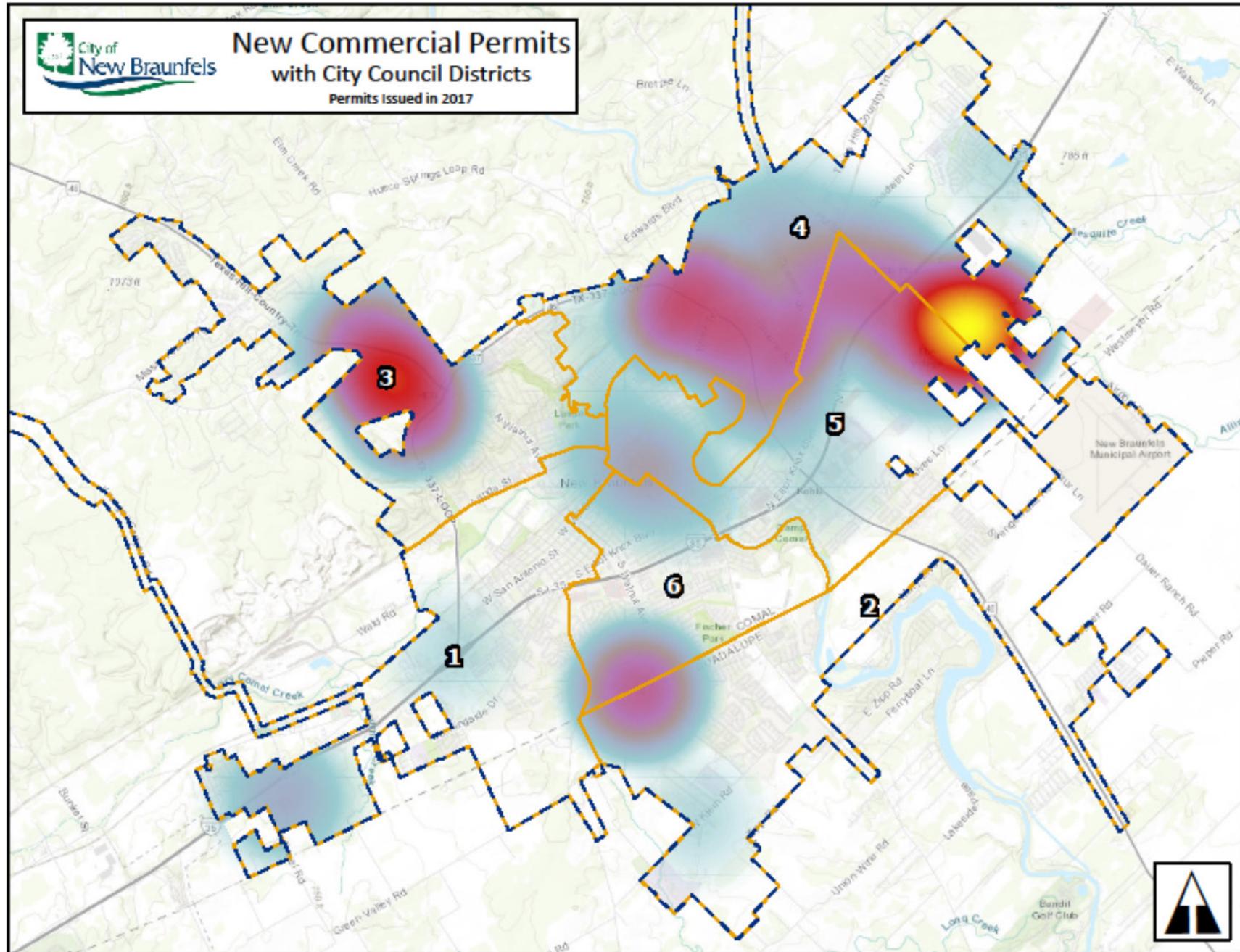
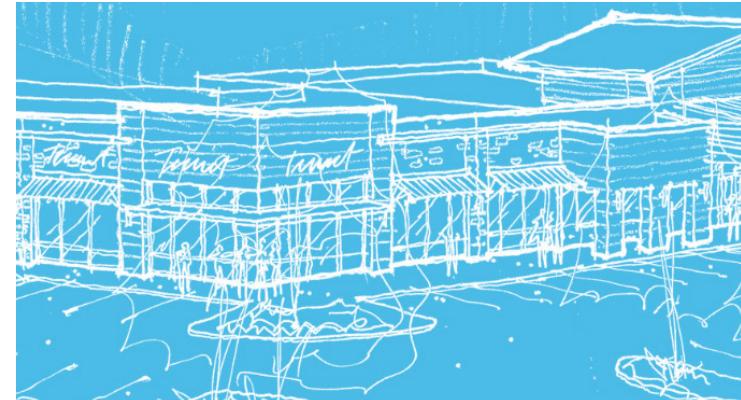


Figure 2: New Commercial Permits Issued in 2016 Map

VERAMENDI MASTER PLANNED COMMUNITY

Veramendi is a modern Texas community with an honest passion for enriching New Braunfels' trademark appeal, where boundless open spaces inspire neighbors to be active and full of life. From traditional single-family homes, condos, or apartments, Veramendi offers a range of lifestyle choices for everyone. A crucial part of the Veramendi Master Planned Community is dedicated commercial development opportunities. What makes these opportunities so special is the fact that Veramendi is ideally located within the Central Texas growth corridor between Austin and San Antonio – a corridor widely known as one of the fastest growing areas in the nation. Veramendi has partnered with Howard Payne University, Christus Santa Rosa Health System, Oakwood Church, the YMCA of the USA, and New Braunfels Independent School District to enhance the quality of life and continues to partner with organizations and institutions to achieve that goal.



VERAMENDI ELEMENTARY SCHOOL (K-5)

Opened in August 2017, Veramendi Elementary School offers Kindergarten through fifth grade education services within walking distance of new homes.

NEIGHBORHOOD RETAIL (1 TO 2.5-ACRE SITES)

Located at the corner of Oak Run Parkway and Geneva Street, between the YMCA and Veramendi Elementary School, this site is the commercial hub for the first phase of development.

YMCA COMMUNITY CENTER

Provides opportunities for everyone to learn, grow and thrive. Programming focuses on healthy living, youth development and social connections.

SENIOR LIVING (80+ ACRES)

Located on the corner of Oak Run Parkway and Borchers Boulevard, this property is easy to access and shares a boundary with the YMCA.

RESIDENTIAL HOMES (40-, 50-, AND 60-FOOT LOTS)

Designed for life. Various lot sizes provide fresh living environments for any home buyer. Innovative designs and custom features create quality.

CHRISTUS SANTA ROSA HEALTH SYSTEMS

Founded in 1869, Christus Santa Rosa's Catholic faith-based health care system has been serving Central Texas for nearly 150 years. Christus lead innovative health and wellness solutions that improve the lives of individuals and communities.

HOWARD PAYNE UNIVERSITY

The future site of Howard Payne University. Veramendi partners with the University to bring a permanent institution of higher education to New Braunfels. The university will provide a full college experience with a distinctly hill country flavor.

RESORT DESTINATION

Located on the scenic banks of the Guadalupe River, this picturesque frontage offers the perfect place for a weekend getaway or a summer vacation. With a gentle approach to the river and cliffs on either side, Veramendi is committed to finding the right partner to be an environmental steward and representative of this community in delivering this resort-style amenity.



Veramendi Master Planned Community illustrative (Courtesy of Legacy Commercial Real Estate)

PLAN ELEMENT ADVISORY GROUP RECAP

STRENGTHS

- New Braunfels' iconic natural resources attract visitors and transplants from throughout the region
- Tourism is a major driver of economic and physical growth
- The local economy and job market is robust, keeping unemployment down
- Situated between Austin and San Antonio, New Braunfels strategic location helps drive economic and physical growth

OPPORTUNITIES

- Achieving smart growth that balances economic development with environmental conservation is a community priority.
- The community's explosive growth highlights the need to preserve affordability and economic diversity.

PRIOR GOALS (2016)

The Plan Element Advisory Group conducted an inventory of the 2006 Comprehensive plan goals and determined which ones were and were not achieved and identified the gaps that Envision New Braunfels could work to complete. Refer to the [Technical Report Appendix](#) for a matrix of the reviewed goals.



"New Braunfels offers a prime location for business and residents, great schools, as well as cultural, recreational and other quality of life features...the corridor between Austin and San Antonio has seen a growth in population and jobs in recent years. People and companies have discovered the hidden gems in our region and want to be a part of the great things we have going on."

**- Mayor Barron Casteel
Herald-Zeitung Newspaper, May 24, 2018**

GROWTH AND FUTURE LAND USE GOALS

1. Protect the character, integrity and stability of neighborhoods where families can live.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

2. Encourage mixed use centers that allow people to work and play near where they live.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

3. Create a clear approach to annexation that allows for strategic and efficient growth.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

APPLICABLE STRATEGIES
REFER TO PAGE 178

1



SUPPORT VIBRANT
CENTERS

2



ACTIVATE
NEIGHBORHOODS

3



BALANCE JOBS AND
HOUSING CHOICES

4



INNOVATE IN PARKS AND
PUBLIC SPACES

5



BOLSTER RESILIENT
INFRASTRUCTURE

6



COORDINATE CITY
INVESTMENTS

7



CONNECT ALL

8



CULTIVATE LOCAL AND
REGIONAL PARTNERSHIPS



INDICATES A STRATEGY THAT SUPPORTS THE PLAN ELEMENT GOAL